



May 12, 2017

Dear Friends,

### **Camp Harlam is turning 60!**

Back in 1958, the Reform Movement recognized the value and potential impact of Jewish camping, and thanks to the generosity of Joseph and Betty Harlam, this magnificent residential camp in the Pocono Mountains was created. Through the years, our Harlam network has deepened and extended. Thousands of Harlamites and supporters will be celebrating Harlam@60, and **we are delighted to invite Foundation for Jewish Camp to become one of our official Community Partners for the Harlam@60 celebration.**

### **What does being a Harlam@60 Community Partner involve?**

- **Make a commitment to the Harlam@60 efforts.** There are various events that you will see and hear about that your organization can choose to support, and we ask that you make a financial commitment at a level that you find meaningful. This amount can be selected from three pre-determined options: **\$60**, **\$360** or **\$600**.
- **Help to support and promote Harlam@60.** Whether it's attendance at events, sharing the updates we will provide to you with your constituency to help with outreach, or other means of partnership, we will look for you to find your own best ways to be part of our anniversary efforts.

### **Joining the Community Partner roster and having the Foundation for Jewish Camp name listed and shared throughout the next year requires only three simple steps:**

1. **Complete the attached Community Partner agreement, sign, and return** the document to mail our Bala Cynwyd office to Aaron Selkow's attention or send to Aaron electronically at [ASelkow@URJ.org](mailto:ASelkow@URJ.org).
2. **Share a high-resolution JPEG (or PNG) image of your organization's logo.** It should be as high-quality as possible, can be color (or black-and-white), and if you need assistance please email Aaron. The logo will be placed in all major Harlam@60 communications and events where Community Partners are listed.

3. **Send a check for your Harlam@60 financial commitment as a Community Partner,** made out to “URJ-Camp Harlam,” to: Development Team, Camp Harlam, 301 City Avenue, Suite 100, Bala Cynwyd, PA 19004.

**Thank you for staying connected to and supporting Harlam and the work that we do together to make the world a better place.** We look forward to celebrating a special year with you.

Thank you for considering this special opportunity, and remember to Think Camp!

Best wishes,



Dan Pliskin  
Harlam Council Chair



Rosanne Selfon  
Harlam@60 Chair



Aaron Selkow  
Harlam Executive Director



Lisa David  
Camp Harlam Director

**P.S. Visit [Harlam.org/Sixty](https://www.harlam.org/Sixty) to learn more about Harlam@60, including the current event timeline, and the 1958 Club. The Club is our program for individual donors to support the Harlam@60 efforts (not for Community Partners).** If you would like more information about the Club or have questions, please contact Judith Friedman (Development Director) at [JGFriedman@URJ.org](mailto:JGFriedman@URJ.org) or 610-668-0423, ext. 1035.

